

IN THE CLAIMS:

Please cancel claims 1, 11, and 19, and amend claims 1-4, 6, and 7, without prejudice or disclaimer, and add claims 28-30, resulting in the following set of claims:

1. (cancelled).

2. (currently amended) A method for a system including a retailer, and a plurality of manufacturers ~~each associated with a respective product~~, the method comprising:

effecting a first purchase with the retailer, the first purchase being associated with a manufacturer;

selectively enabling a price adjustment for a second purchase only with the retailer, the price adjustment being only for a product of the manufacturer, the enabling being responsive to the first purchase;

effecting the second purchase; and

generating a signal in a processor, the signal corresponding to a transfer of funds from the a-selected manufacturer to the retailer, responsive to the a second purchase, ~~wherein the manufacturer is selected depending on a product subjected to the second purchase.~~

3. (currently amended) The method of claim 2 wherein enabling the price

adjustment includes increasing a numerical value effecting the first purchase increases a quantity stored on a customer's card, the price adjustment being an increasing function of the numerical value.

4. (currently amended) The method of claim 2 wherein enabling the price adjustment includes increasing a numerical value, the price adjustment being an increasing function of the numerical value, ~~effecting the first purchase increases a~~ quantity and effecting the second purchase does not reduce the numerical value quantity.

5. (original) The method of claim 2 wherein the method further includes effecting a plurality of first purchases to generate a first signal and enabling includes comparing the first signal to a threshold.

6. (currently amended) The method of claim 2 wherein enabling the price adjustment includes increasing a numerical value, the price adjustment being an increasing function of the numerical value, ~~effecting the first purchase increases a~~ quantity and effecting the second purchase reduces the numerical value quantity.

7. (currently amended) The method of claim 2 wherein the retailer system includes a store having shelves, products on the shelves, and a display supported by the shelf, the display displaying a discount level for a product, and the step of effecting

the second purchase method further includes effecting the second purchase in accordance with the display.

8. (original) The method of claim 2 wherein
effecting a first purchase includes effecting the first purchase in a first store of the retailer, and
effecting a second purchase includes effecting a second purchase in a second store of the retailer.

9. (original) The method of claim 3 wherein the plurality of manufacturers are in mutual competition.

10. (original) The method of claim 2 wherein the plurality of manufacturers include a first manufacturer having a computer system storing a first monetary amount, corresponding to the price adjustment, and a second monetary amount corresponding to a different system of discounts for the product.

11. (cancelled).

12. (currently amended) A processing system for a first system including a retailer, and a plurality of manufacturers ~~each associated with a respective product~~, the processing system comprising:

a first checkout station for effecting a first purchase with the retailer, the first purchase being associated with a manufacturer;

a first processor that selectively enables a price adjustment for a second purchase only with the retailer, the price adjustment being only for a product of the manufacturer, the enabling being responsive to the first purchase;

a second checkout station for effecting the second purchase; and

a second processor that generates a signal corresponding to a transfer of funds from the a selected manufacturer to the retailer, responsive to the a second purchase, wherein ~~the manufacturer is selected depending on a product subjected to the second purchase.~~

13. (original) The processing system of claim 12 wherein the first processor is removed from the second checkout station.

14. (original) The processing system of claim 12 wherein the first checkout station includes circuitry that increases a quantity and the second checkout station includes circuitry that does not reduce the quantity.

15. (original) The processing system of claim 12 wherein the first checkout station includes circuitry that increases a quantity stored on a customer's card.

16. (original) The processing system of claim 12 wherein the first processor

includes a comparator that compares a quantity, associated with a customer, to a threshold.

17. (original) The processing system of claim 12 wherein the retailer includes a store having shelves, products on the shelves, and a display supported by the shelf, the display displaying a discount level for a product, and the second checkout station acts to effect the second purchase in accordance with the display.

18. (original) The processing system of claim 12 wherein the first checkout station is in a first store of the retailer, and the second checkout station is in a second store of the retailer.

19. (cancelled).

20. (currently amended) A processing system for a first system including a retailer, and a plurality of manufacturers ~~each associated with a respective product~~, the processing system comprising:

means for effecting a first purchase with the retailer, the first purchase being associated with a manufacturer;

means for selectively enabling a price adjustment for a second purchase only with the retailer, the price adjustment being only for a product of the manufacturer, the enabling being responsive to the first purchase;

means for effecting the second purchase; and

means for generating a signal corresponding to a transfer of funds from the a selected manufacturer to the retailer, responsive to the a second purchase, wherein the manufacturer is selected depending on a product subjected to the second purchase.

21. (original) The processing system of claim 20 wherein means for effecting the first purchase increases a quantity and means for effecting the second purchase does not reduce the quantity.

22. (original) The processing system of claim 20 wherein the means for selectively enabling is removed from the second checkout station.

23. (original) The processing system of claim 20 wherein the means for effecting a first purchase includes circuitry that increases a quantity and the means for effecting the second purchase includes circuitry that does not reduce the quantity.

24. (original) The processing system of claim 20 wherein the means for effecting the first purchase includes circuitry that increases a quantity stored on a customer's card.

25. (original) The processing system of claim 20 wherein the means for

selectively enabling includes a comparator that compares a quantity, associated with a customer, to a threshold.

26. (original) The processing system of claim 20 wherein the retailer includes a store having shelves, products on the shelves, and a display supported by the shelf, the display displaying a discount level for a product, and the means for effecting the second purchase acts to effect the second purchase in accordance with the display.

27. (original) The processing system of claim 20 wherein the means for effecting the first purchase is in a first store of the retailer, and the means for effecting the second purchase is in a second store of the retailer.

28. (new) The method of claim 2 wherein selectively enabling a price adjustment includes reading a signal from a customer's card.

29. (new) The processing system of claim 12 wherein the first processor enables the price adjustment responsive to a signal from a customer's card.

30. (new) The processing system of claim 20 wherein the means for selectively enabling enables the price adjustment responsive to a signal from a customer's card.